

Moonbeams

BY COLONEL LITTLE

The Smallest Newspaper in the West

VOL. I, NO. 3

Boyes Hot Springs, Calif.

Friday, July 15, 1955

By mail: \$1 per year. ...Pickup, free.

Mulligatawny is ripe in the Valley of the Moon

Comes the long, long lazy summer doldrums—lasting officially till September 21, but to all practical purposes till Labor day in this resort area. Labor day this year comes on Monday, Sept. 5, so there's a good six weeks left. Enjoy yourselves.

It's much better to sit tight than to attempt to drive in that condition. VALLEY WATCH REPAIR.

We're still going to maintain we're the smallest paper in the wsst. But after next week we're skeered it'll be the same overall size, but eight pages instead of four. Tried hard to keep it at four pages, but businessmen complained they wanted in—and we just can't take any more ads in the present size paper. Readers wouldn't want it all ads, and advertisers would like to be spread apart a little bit. So prepare for something different next week. You can bear it that long, we're sure.

LARSON'S LIQUOR & SPORTING GOODS

Headquarters for CHUCK WAGONS

You know, everything we say in here isn't always entirely meant exactly as said. We like a reasonable amount of controversy. And if we can say something that may stir you to the point where you'll write in and give us the other side, we're tickled pink. Expect to introduce a number of subjects to which there are two good sides. Maybe we can stir up a dozen or so protagonists.

When in Sonoma, drop in at EL DORADO HOTEL for a refreshing drink or an outstanding meal. JOHNNY MERLO.

For instance, we admit that California builds magnificent super-

Published every Friday by the Little Publishing Co., Box 446, Boyes Hot Springs, Calif. E. A. Little, the Old Colonel, is editor. No subscription price, yet. Advertising? Ask us and we'll tell all. Ph. 4500.

highways (perhaps at too high a cost), but honestly believe the lower-grade roads are not well built, maintained or marked. Look for discussion. Coming up.

General Electric Dealers—ANDERSON'S REFRIGERATION
502 Highway 12, Boyes Hot Springs Sonoma 4219

This newspaper isn't in any direct competition with the weeklies published in Boyes Hot Springs or Sonoma. We don't pretend to issue a real newspaper. And our small advertising revenue doesn't hurt them either. Zan Stark Jr., publisher, says he won't holler a bit till one of his advertisers demands his ad be placed on the front page, which is against the principles of most modern publishers. "Then I'll blow up," he told us.

Especially during summer, why not take it easy when it comes to wash day? Try us next time. B & L LAUNDROMAT, Fetters Spgs.

Always the experimenter, we attempted some fried deviled eggs the other morning. Leftovers from the preceding night. Advice: It isn't worth the trouble. They still tasted exactly like deviled eggs, though warm ones.

VALLEY OF THE MOON CIGARS

Ask for them—the only handmade Cigars in the Valley

Yep, we can drink hot coffee out of a saucer, but don't. Did you ever try it? The idea springs from the fact that many persons just can't drink coffee that's too hot. Pouring it into a saucer brings quick cooling. It's an art, however. Our dad had a bad habit. After filling the saucer, he'd always place the cup on the tablecloth, thereby making a ring. Every meal the same procedure, always in the same spot till the cloth was changed. Then on and on. Our ma didn't like it.

When they speak of the "hotel" in the Hot Springs area, they're referring of course to the MISSION INN.

Our nomination for the most horrible article of apparel women wear: Pedal pushers. Why do they do it?

**Get your Lumber, Hardware and Building Materials at
HAMMOND LUMBER CO., Boyes Hot Springs**

Beautiful sight: The mountains between the Valley and Santa Rosa—both sides. Variegated between green and brown, they're far ahead of the barren slopes you see over in the Santa Rosa and the Petaluma district.

**ROY'S UPHOLSTERY SHOP—a first class home-owned business
that makes your old furniture into something really good.**

While fields are brown, the green trees beautify the hillsides. There are always the flourishing grape vines, the fruit and walnut trees.

For Dependable Meat, see GEORGE, at the BOYES SPRINGS FOOD CENTER. You'll like the top quality.

Highway 12 to Santa Rosa is a pretty drive, though for a major highway the curves should have been eliminated long ago. It is far below par in many features—it's rough in spots, the shoulders are inadequate, it's too narrow. Think something like \$127,000 was appropriated for improvement on this stretch a year ago, and it was under repair for many weeks, with resultant delay for traffic. The money's all spent, and the road isn't one bit better than when the repairs were started.

Perhaps not the swankiest, but the most homelike court in the Valley. For your guests, bring 'em to FLORAY COURT, Fetters.

Yep, we've got a gold tooth, right in front, and are proud of it. Wouldn't trade it for a porcelain if they gave us something to boot. A motion picture taken at a service club banquet brings the tooth right out into the open, and we were delighted. Wonder if they'll ever get back in style?

VALLEY DRUG STORE, for exact, efficient service in prescription work. Greeting cards, magazines—everything for Vacationers.

Fellow gave us a 35 cent cigar the other evening, encased in a special container. It was good. But no more so than Franklin's 15-centers or our old favorite El Versos (the coal black ones), but better than the 6 centers we're smoking nowadays.

Come to us for those little things you need every day in your home. We've got 'em. BOYES VARIETY STORE.

If the democrats are really smart, they'll use some care in picking their next gubernatorial candidate, then go out and give Knight a licking. You've gotta like Knight in many ways, but his "footsie playing" with the labor bosses and his entire lack of good sense in handling the state's finances have soured many on him as a governor, though still liking him as a good fellow.

Comments: "For a scandal sheet, Moonbeams is too clean." "It's good. Keep it clean the way you've started." "You can't keep us out as an advertiser; get us in there fast." From Vermontville, Mich.: "Have read the smallest paper in Michigan (Mears Newz). Would like to see yours."

Edith and Bob Lanning, RESORT CLUB, Boyes, operate a small, intimate, luxurious club your guests will appreciate.

So many have asked us whether we charge for the paper. Not yet. But if you want it mailed direct to you, the charge will be \$1, which doesn't quite cover our cost. But we're willing. Otherwise you can continue to get Moonbeams free at your favorite store or business house.

Right in the heart of things in Boyes Hot Springs. Everything in refreshing drinks. DENNY'S C O G CLUB.

2011.1.3

And the ads: They're a dollar a week, the same uniform size. They could be larger, at added cost, if anybody wanted 'em, but we'd rather stick to the present form. How 'bout paying for a year in advance, say \$40? Though you might get gypped a little, 'cause along about January there may be a brief suspension till we get that other

Thinking of controversial subjects, there's always incorporation, eye fixed up.

You know "Mac"? Find her at POWDER BOX BEAUTY SHOP, and get the very best in beauty service. Boyes Hot Springs.

religion (which we wouldn't touch for anything, though as a heathen we probably could be impartial), politics, government, schools, the water situation, and there's a lot of more or less minor matters which can be made interesting, if not solved to anyone's satisfaction.

Not only exceptional service, but we also feature the finest in used cars. Gas, oil, batteries, tires. GALLO'S CHEVRON SERVICE.

There's at least one esperanto expert in Boyes Hot Springs—V. K. McKinnēy. It's a worldwide language, with a half hundred periodicals devoted to the subject.

Join our Stein club. You'll be proud to be a member. (Your own stein.) Melina and Harvey's OUR RESORT, El Verano.

With all the new homes being built in the Valley, some people wonder whether they'll be occupied, and where the people will all com from. So far the homes are being sold as fast as completed, and there's no reason why this trend shouldn't continue. And when say 500 new families are here (even before), there'll be new businesses launched to help care for their needs, thereby creating more jobs. It's a pleasant kind of vicious circle, that leads to happiness and prosperity. So different from the circle which provides pay raises, then higher prices for everything you buy, then demands for more pay, and so on ad infinitum.

The kids like to swim and skate. You like to swim, too. Or try our hot baths. Good for you! BOYES SPRINGS BATH HOUSE.

The minute any fruit or vegetable is "in season" you can find it, reasonably priced, at BOYES SPRINGS FOOD CENTER.

TONY THE BARBER has become widely known as the spot where men (and women) get the very finest in barber service.

It's on right now—Swift's Red Wagon Sale. Your kids know about it. You should, too. MIKE & ROSE'S BOYES SPRINGS STORE.

JUNIOR RABBen'S BOYES SPRINGS RESORT. It's the home of good mixed drinks, lunches and dinners, congenial crowds.

POLIDORI'S RICHFIELD STATION, Boyes, will please you with careful and efficient service—all ways.

You can hear music—good music—every night at PAUL'S OLD RANCHERO. Entertainment headquarters. Good food and drink.